

CONTRACT

WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

nd:

Media Strategies & Research
11350 Random Hills Rd
Suite 670
Fairfax, VA 22030

Contract / Revision 544066 /		Alt Order #
Product Kaine for Senate 2012		
Contract Dates 10/29/12 - 11/06/12		Estimate #
Advertiser Kaine/D/Senate		Original Date / Revision 10/29/12 / 10/29/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Local WTKR House	Sales Office Norfolk
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/29/12	11/06/12	NewsChannel 3 News	5-6am		:30			NM	7	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$165.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$165.00			
2	3	10/29/12	11/06/12	Newschannel 3 News	6-7am		:30			NM	7	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$220.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$220.00			
3	3	10/29/12	11/06/12	CBS This Morning	7-9a		:30			NM	7	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$140.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$140.00			
4	3	10/29/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$470.00			
5	3	10/31/12	10/31/12	Let's Make A Deal 9am	9-10am		:30			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$470.00			
D 6	3	10/29/12	11/06/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
7	3	10/31/12	10/31/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$210.00			
8	3	11/05/12	11/05/12	CBS Daytime	1228-3pm		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$210.00			
9	3	10/29/12	11/06/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,890.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$315.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$315.00			
10	3	10/29/12	11/06/12	Newschannel 3 News	5-530pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$400.00			
		Week: 11/05/12	11/11/12	M-----				1	\$400.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
544066 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Kaine for Senate 2012	

Advertiser	Original Date / Revision
Kaine/D/Senate	10/29/12 / 10/29/12

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
11	3	10/29/12	11/06/12	Newschannel 3 News	530-6pm		:30			NM	6	\$2,820.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$470.00			
Week:		11/05/12	11/11/12	M-----				1	\$470.00			
12	3	10/29/12	11/06/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$590.00			
Week:		11/05/12	11/11/12	M-----				1	\$590.00			
13	3	10/29/12	11/02/12	7-730pm	7-730pm		:30			NM	2	\$2,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$1,165.00			
14	3	11/02/12	11/02/12	The Insider	730p-8pm		:30			NM	1	\$1,165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,165.00			
15	3	10/29/12	10/29/12	Monday Prime	8-9pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$1,680.00			
16	3	11/05/12	11/05/12	Monday Prime	10-11pm		:30			NM	1	\$2,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,940.00			
D 17	3	10/30/12	10/30/12	NCIS	8-9pm		:30			NM	0	\$0.00
18	3	10/29/12	11/02/12	Wednesday Prime	10-11pm		:30			NM	1	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$2,550.00			
19	3	11/04/12	11/04/12	Sunday Prime	10-11pm		:30			NM	1	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,680.00			
D 20	3	10/29/12	11/03/12	Saturday Prime	10-11pm		:30			NM	0	\$0.00
21	3	11/04/12	11/04/12	Sunday Prime	9-10pm		:30			NM	1	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,120.00			
22	3	10/29/12	11/06/12	Late News (M-F)	11-1135p		:30			NM	6	\$4,530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$755.00			
Week:		11/05/12	11/11/12	M-----				1	\$755.00			
23	3	11/03/12	11/04/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----SS				2	\$295.00			
24	3	10/29/12	11/06/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-W-F--				3	\$165.00			
Week:		11/05/12	11/11/12	M-----				1	\$165.00			
E 25	3	10/29/12	10/29/12	Local Specials	Various		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$140.00			
26	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$1,125.00			
27	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$625.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

Contract / Revision	Alt Order #
544066 /	

Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Kaine for Senate 2012	

Advertiser	Original Date / Revision
Kaine/D/Senate	10/29/12 / 10/29/12

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$625.00			
28	3	11/04/12	11/04/12	1135pm-1205am	1135pm-1205am		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$275.00			
Totals											71	\$36,105.00

Time Period	# of Spots	Gross Amount	Net Amount
0/29/12 - 11/06/12	71	\$36,105.00	\$30,689.25
Totals	71	\$36,105.00	\$30,689.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

<BILLINFO1:Norfolk-Virginia

NAB FORM PB-17 CANDIDATES

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE****To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

Station and Location: WTKR-TV Norfolk-Virginia Beach	Date: 10/26/2012
---	----------------------------

I, Media Strategies and Research,
being on behalf of: Tim Kaine, a legally
qualified candidate of the Democratic political
party for the office of: U.S. Senate
in the General
election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.					

Date of First Broadcast:	Date of Last Broadcast:
Monday, October 29, 2012	Tuesday, November 06, 2012

Total Gross Charges: \$33,770.00

Media Strategies and Research
1580 Lincoln Street, Suite 510 11350 Random Hills Road, Suite 670
Denver, Colorado 80203 Fairfax, Virginia 22030
(303) 989-4700 (703) 877-2000